LEO BURNETT COMPANY, *Inc.*

Ad No. 195—Req. No. 54952—2 col. (3 11/16 in.) x 70 lines—B&W—Village Voice, 1967 (B)

Printed in U.S.A.

Will success spoil Gauloises?

Spoil who?

Goal-waz (that's how you pronounce it). Our sales in America have increased ten-fold in the last 5 years. This means that 4,000 smokers have now discovered the robust flavor and startling aroma of Gauloises. A resounding success! And now, as a spineless concession to our fashion-conscious French and American smokers—we are offering Gauloises with a filter. Does it have the same robust flavor? Same startling aroma? There's only one way to find out. Buy a pack.

France's best-selling cigarettes. Sans Filtre & Avec Filtre.

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